

MORSE IS
MADE IS
CLOTHING



ADAMS
SQUARE



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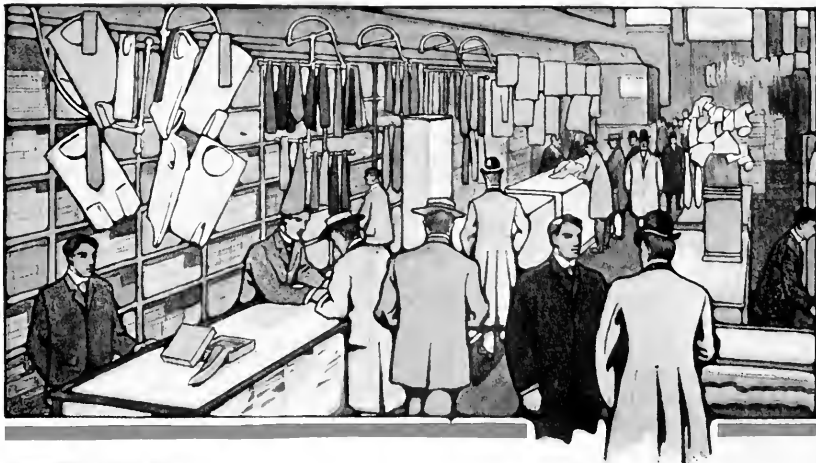
MORSE-MADE CLOTHING

MADE BY

Leopold Morse & Co

ADAMS SQUARE
BOSTON MASS
SPRING & SUMMER

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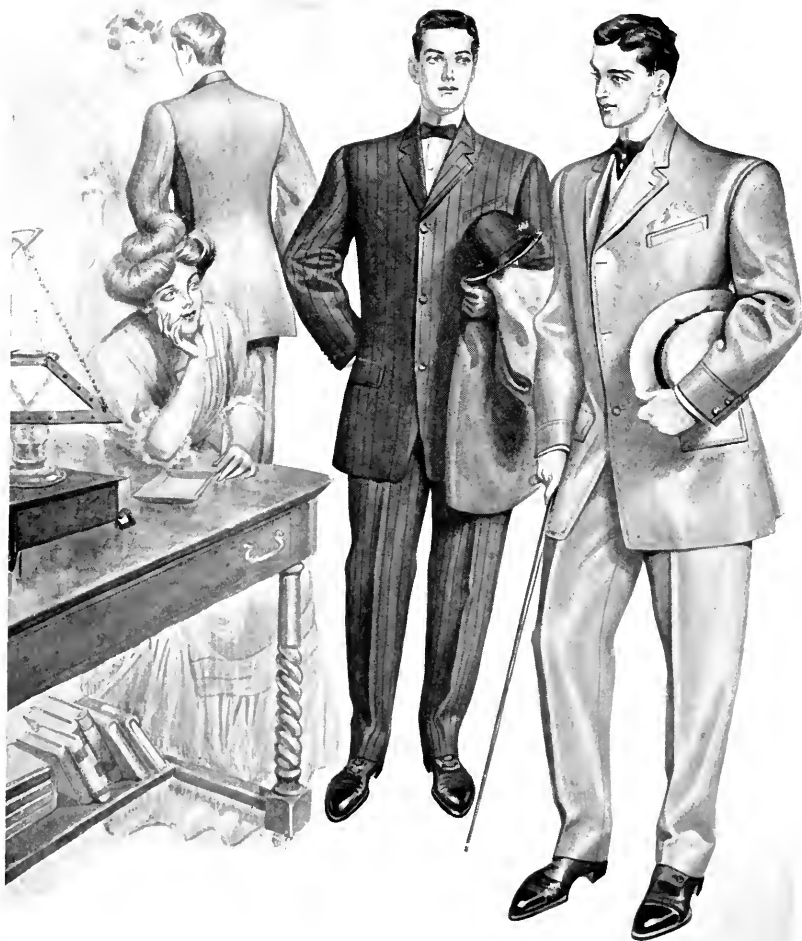


WHEN a man reaches the age of fifty-five, you can safely judge his character. His value is a matter established by his works and recorded by his reputation.

The same is true of a business house. Since the birth of the house of Leopold Morse Co., in 1852, every season and year has marked an advance.

Here are shown our "Regent" (\$10 to \$35) and "Winston" (\$15 to \$35) Sack Suits for men. Of the two the Winston is a little more extreme in its lines. It has the marked shaping of the back with a decided "spring" or flare at the hips. Both are notable for their careful shoulder and collar modelling. These suits are made both in the approved smooth and "unfinished" worsteds in tasteful stripe and check effects as well as the ever-correct plain grays, browns, and blacks.

Leopoldo Morsetti



..... THE "REGENT" AND THE "WINSTON"



If you will judge us by the standard of works and reputation, our character for integrity and reliability—that is, our actual value—will be plain to you.

Recently a man whose name is well known among those competing in the Boston clothing trade said of Leopold Morse Co. that the most

Our Raincoat (\$10 to \$30) is a roomy, full-draped garment, 52 inches long, made of carefully chosen light-weight goods, treated to repel water. Either full or skeleton lined. An appropriate coat to wear over evening clothes as well as on ordinary occasions.

The "Lafayette" (\$15 to \$30) appears this season in up-to-date fancy Scotches, and also in special close-textured fabrics waterproofed. This smart, shapely design is a strong favorite.

In the "Stratford," the overgarment designed for young men, or men with young ideas (\$12 to \$30), we present a top-coat specialty made of tan or gray covert cloth in the length (35 inches) that makes it so popular.

Leopold Morsse Co



.. RAINCOAT THE "LAFAYETTE" THE "STRATFORD" ..



important factor of our success has been the astonishing merit of Morse-Made clothing.



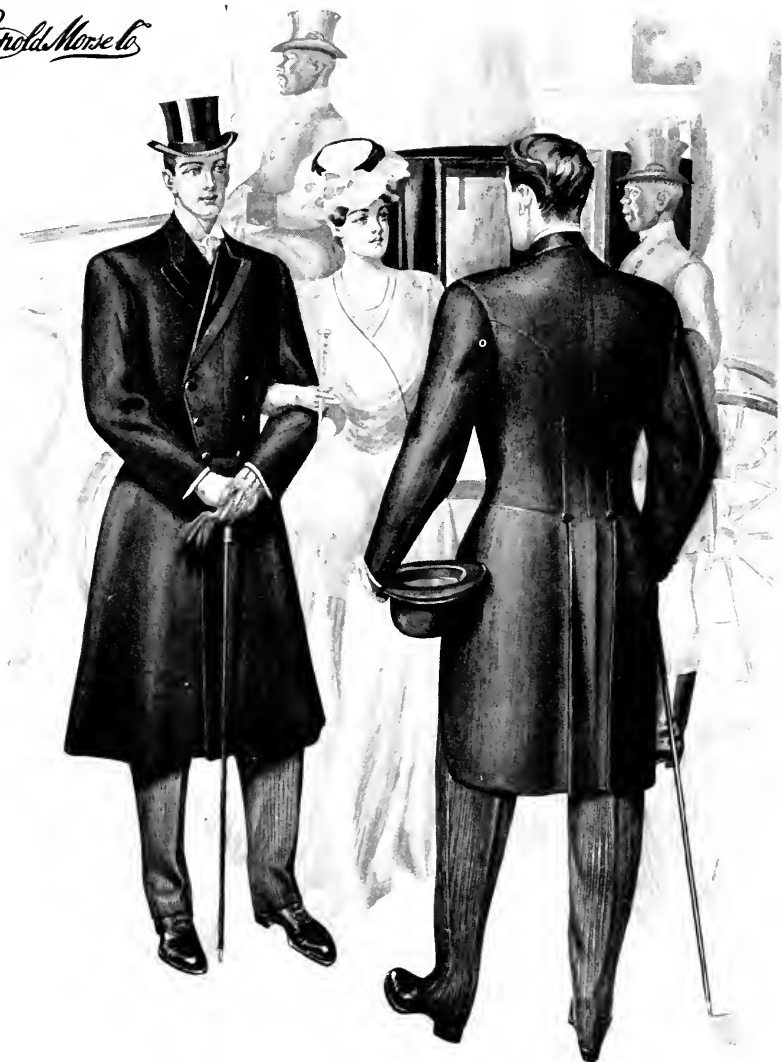
INQUIRY among those who are our customers will amply confirm this estimate, and we feel that no effort on our part can be too great to maintain this reputation.

As our illustration suggests, our two frock coat models meet the requirements of formal daytime wear. The double-breasted "Prince Albert" is made in choice black unfinished worsteds and vicunas. Coat and waistcoat (\$22 to 28) should be worn with odd trousers of striped worsted.

Our cutaway is a single-breasted coat and (with waistcoat) is made for formal wear in the same fabrics as the "Prince Albert." We also present this style in fancy worsted patterns, full suits, for semi-dress and business, \$15 to \$25.

Trousers. Our trousers department is most complete, and at \$2.50 to \$9 we offer a strong and broad assortment in many kinds of appropriate fabrics.

Leopoldo Morse & Co.



... DOUBLE-BREASTED FROCK CUTAWAY FROCK ...



MORSE-MADE clothing is of our own design and manufacture.

Careful scrutiny of our large and varied stock, as well as of the illustrations in this booklet, will acquaint you with the character of our goods. Thus you may judge us by our works.

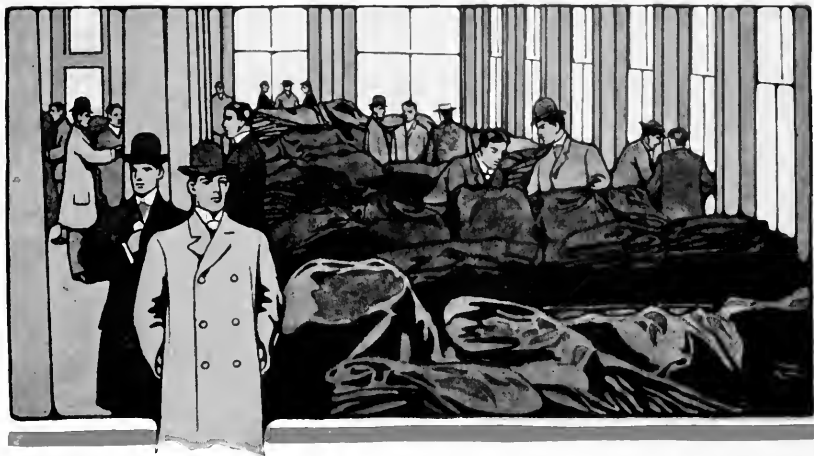
In designing the Youths' "Rugby" and "Carlton" suits we have borne in mind that young men are nowadays as mindful of fashion as their elder brothers. We therefore present these special designs in which we have modified the prevailing adult fashions so that they are both correct and tasteful, resulting in a line that is emphatically "young men's" clothing. For these we have set aside a careful selection of special Scotch and worsted fabrics.

The "Rugby" model is double breasted, the "Carlton" single. Prices \$10 to \$25. The third figure in this group shows one of our popular boys' two-piece suits, with "bloomer" breeches. Prices \$5 to \$10. Sizes 9 to 16 years.

Leonard Morse Co.



..... YOUTHS' "RUGBY" YOUTHS' "CARLTON"



WHEN you consider Morse-Made clothing in the light of the price at which we sell it, you will be convinced that money expended for these goods takes

on the maximum of purchasing power.

We have recently added an entire building adjoining us on Washington Street. Here are

The fashionable endorsement of special clothing for special purposes has prompted us to produce the two-piece outing suit here pictured. The sack coat has the extra long lapels and two buttons. Trousers have the turn-up bottoms. Made in neat patterns of light-weight worsteds and flannels, either unlined or with skeleton linings. Our introduction of these novelty suits has proved a marked success. \$10 to \$20.

Many men find that the possession of an extra pair of outing trousers is desirable, so we have made up a large stock of separate outing trousers in light worsteds and flannels, with full hips, belt straps, and turned-up bottoms. \$2.50 to \$7.


Leopoldo Morsetti



.. TWO-BUTTON OUTING SACK OUTING TROUSERS



housed important departments of our manufacturing and wholesale branches.

UR retail operations are distributed through three spacious floors, conveniently arranged and connected by swift elevators. With this added space and an equipment thoroughly modern

The increasing refinements of social intercourse make it more and more necessary for every man's wardrobe to include the formal evening clothes illustrated here. These need not involve burdensome expense, since we have prepared a series of exceedingly high grade suits to meet a demand for evening clothes at ready-to-wear prices. Full evening Dress Suits, \$30 to \$40. Tuxedo or Dinner Coat suits, \$27 to \$37. Made in black dress worsteds, silk faced or fully silk lined throughout. In details of style, as well as of craftsmanship, they are superb examples of conscientious effort to serve the most exacting public.

Leopoldo Morsetto



..... "TUXEDO" FULL DRESS

DRESS ETHICS.—Correct Form for All Occasions

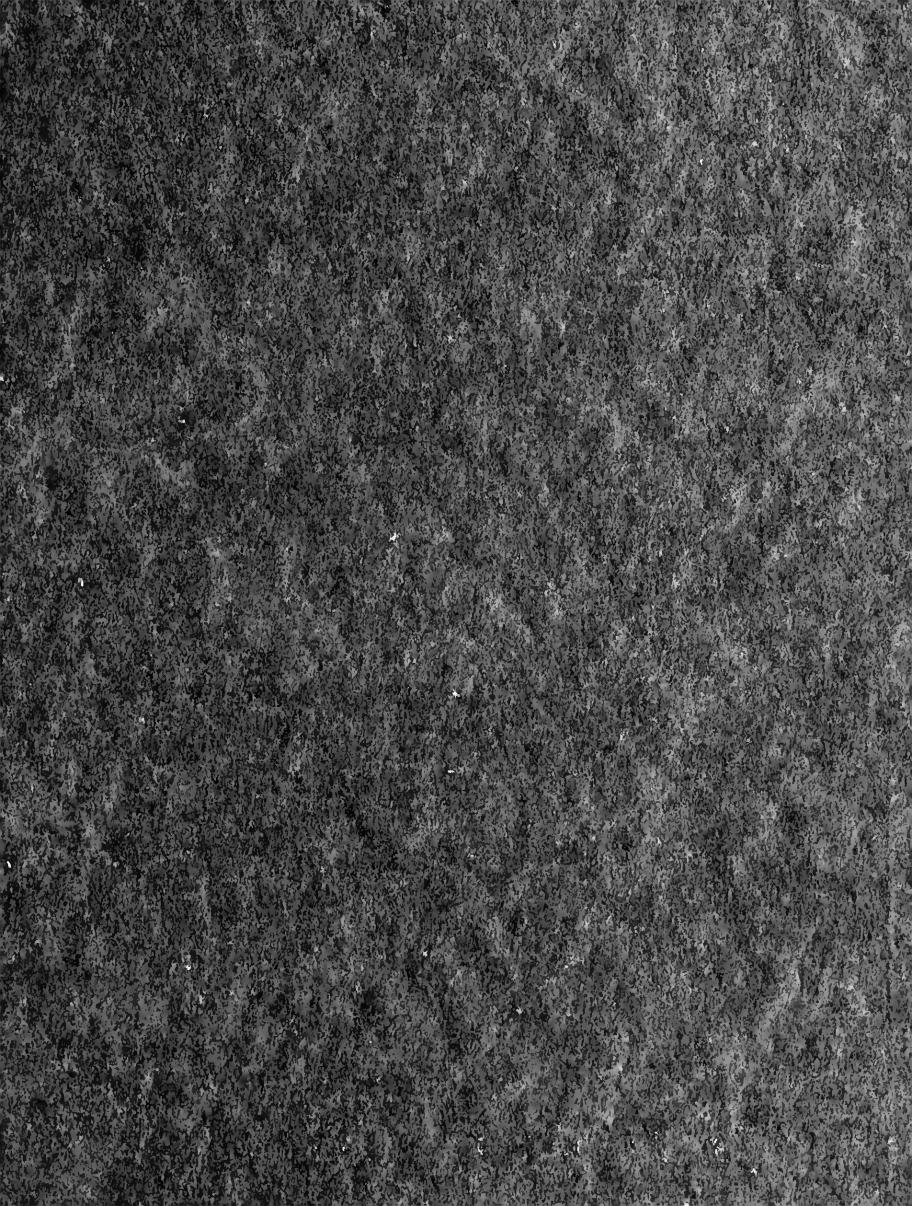
Prepared by

Leopold Moxley

BOSTON

<p>EVENING FULL DRESS For all events after six o'clock</p> <p>BALLS WEDDINGS RECEPTIONS FORMAL DINNERS THEATRES</p> <p>OVERCOAT.—Inverness, Lafayette, or Chesterfield, black or Oxford</p> <p>COAT.—Full dress.</p> <p>WAISTCOAT.—White, single or double-breasted, or black, single-breasted.</p> <p>TROUSERS.—To match coat.</p> <p>SHIRT.—White, with link cuffs attached.</p> <p>COLLAR.—Poke or lap front.</p> <p>NECKWEAR.—Broad end white tie.</p> <p>GLOVES.—White or pearl.</p> <p>JEWELRY.—Pearl links and studs.</p> <p>HAT.—Silk or opera.</p> <p>SHOES.—Patent leather, button, dull kid tops. Pumps, good form for dances.</p>	<p>INFORMAL EVENING DRESS For CLUB STAG AND AT HOME WEAR</p> <p>OVERCOAT.—Covert, Chesterfield, or Lafayette.</p> <p>COAT.—Tuxedo.</p> <p>WAISTCOAT.—Single-breasted white or gray, or single-breasted to match coat.</p> <p>TROUSERS.—Same material as coat.</p> <p>SHIRT.—White, plain, pique, or pleated, with attached link cuffs.</p> <p>COLLAR.—Tab or high band turn-down.</p> <p>NECKWEAR.—Broad end black tie.</p> <p>GLOVES.—Gray suede.</p> <p>JEWELRY.—Plain gold studs and links.</p> <p>HAT.—Soft hat or derby.</p> <p>SHOES.—Patent leather, button, kid tops, or ties.</p>	<p>BUSINESS DRESS For morning business wear</p> <p>MORNINGS</p> <p>MEN'S ASSEMBLIES</p> <p>OVERCOAT.—Somerset, Chesterfield, Lafayette, or Stratford.</p> <p>COAT.—Cutaway frock of dark gray or black worsted. Or sack in fancy pattern.</p> <p>WAISTCOAT.—Same material as coat or fancy pattern.</p> <p>SHIRT.—Fancy or white, attached or detached link cuffs.</p> <p>COLLAR.—Tab or turn-down shapes.</p> <p>NECKWEAR.—Four-in-hand, Ascot, square, or tie.</p> <p>GLOVES.—Tan, cape, or gray reindeer.</p> <p>JEWELRY.—Gold scarf-pin, links.</p> <p>HAT.—Derby or soft hat. Silk hat proper with cutaway coat.</p> <p>SHOES.—Calf with sack, patent with cutaway coat, in high or low styles.</p>	<p>DAY FULL DRESS For all events before six o'clock</p> <p>DAY WEDDINGS CALLS RECEPTIONS MATRONEES</p> <p>OVERCOAT.—Somerset, Chesterfield, or Lafayette, black or Oxford.</p> <p>COAT.—Double-breasted frock, black or dark gray</p> <p>WAISTCOAT.—Double-breasted white; light fancy, or same material as coat.</p> <p>TROUSERS.—Fancy worsted or cassimere, gray stripes.</p> <p>SHIRT.—White, attached link cuffs.</p> <p>COLLAR.—Poke, standing, or tab.</p> <p>NECKWEAR.—Ascot or once-over, white or pearl.</p> <p>GLOVES.—Light gray suede.</p> <p>JEWELRY.—Gold links and studs, crystal pin.</p> <p>HAT.—Silk.</p> <p>SHOES.—Button patents, Oxfords,</p>
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YOU CAN SELECT THE ENTIRE OUTFIT RIGHT IN OUR STORE. WITH FULL CONFIDENCE THAT IT WILL BE IN ALL RESPECTS FAULTLESSLY PROPER



Corser & Powell
Concord, N.H.